

## **ABSTRACT**

A user creates at least one personalized caller ID (PCID) for use with a particular telephone number. The user can then use the PCID (or, if more than one is available, select from among the different PCIDs) when making a phone call. The selected PCID is transmitted for display on a called telephone when the user places the phone call. The PCID may comprise at least one of text, a photo, a video clip or a multimedia presentation. In this manner, each user of a single telephone number can have different PCID data displayed to the called party.

October 10, 2003